

The Great Western Garment Co's Remarkable Growth

PROGRESS OF EDMONTON INDUSTRY INDICATES FUTURE
PROBABILITIES WITH PROSPERITY IN MANY LINES

By J. L. EDWIN

INFORMATION regarding the extent and importance of industrial Edmonton is often requested. These enquiries frequently come from outside points a long way off and are dealt with effectually by the Board of Trade. In the replies received, the mercantile life of Edmonton is shown to cover a considerable area of activity.

From an educational standpoint, it would be a good thing if the information contained in these letters could be handed on to the inhabitants of our city and surrounding country. Strange as it may seem the lack of knowledge displayed locally respecting the growth of our mercantile life is astonishing.

With this in view, it is intended to show the importance of the West today in its business relationship to the East and to outside points, by taking as an example the progress of a leading Edmonton factory.

The West is no longer wild and woolly except in those portions still united by modern highways. This fact is slowly coming before the consciousness of an older world and reluctantly being accepted. The people of Western Canada have before them unlimited possibilities. They possess the necessary essentials in their individual make-up to become a great and prosperous people and the opportunities to use them are legion. That they have not been used very much in the past is due to many things, such as ignorance of the value of opportunities offered and lack of encouragement and financial assistance.

Here and there, however, the opportunist has stepped forward and the one-roomed concern has become a modern plant. The sum-



ONE OF THE WORKROOMS OF THE GREAT WESTERN GARMENT COMPANY SHOWING SOME OF THE HUNDREDS OF EMPLOYEES WHO TURN OUT SEVERAL THOUSAND GARMENTS EACH WORKING DAY

ure and runs into an expenditure of some sixty million dollars every year. The standards of our workers are higher than those of the East, where garments once regarded as "best" are considered good enough for labor. The Western worker, on the contrary, demands a good and durable fabric, warm and comfortable, and sees that he gets it. The basis of this demand, it may be said, represents the cornerstone of the Great Western Garment Company's activities.

In application of its principle,

textiles. The result is that the workman in Western Canada is better clothed than elsewhere. Practically ninety-five per cent. of our wealth is produced by wearers of these garments, and therefore it is argued that the cloth provided should be of the best and most durable.

Object-Lesson to Industry
The G. W. G. was founded eleven years ago in the midst of the days of real estate activity. With opportunities existing on all sides to profit by the boom in quickly rising land values, this

Company means today the foundation of the textile industry in Western Canada. Its production chart shows that its several hundred employees, and cloth consumption of nearly 14,000 yards per day, representing several thousand garments, means that in approximately two and a half years a plant capacity will be required for twice and three times this production.

An Essential Industry
The company realizes that in spite of its present achievement, it is only approaching a degree of early maturity. The turning point will come when it rises from the status of merely a manufacturing concern to that of an essential industry.

The business is leaning more and more each day on its output of woollen garments. The logical growth in the near future will mean the manufacture of the greater part of woollen fabric required, in its own woollen mills. A new high standard will thus be achieved by the production of Alberta-made all-wool clothes—Alberta wool, Alberta weave and Alberta manufacture.

Success in any industry depends on many things, such as cost of production, quality of product, and reasonable price. Also the rigid adherence of the principle of fair treatment both to patrons and employees. A unique policy of the house, inaugurated at the beginning, is the disposal of products on a profit basis limited to five per cent. The opportunist takes what profit he can in prosperous times, but makes concessions and cuts prices in days of stress. The G. W. G., however, has maintained its principle throughout and it is generally known in trade circles that the profits of the company are based on a scale consistent with reason.

The ownership of the business is widely distributed amongst hundreds of conservative business men and farmers, and the spirit of co-ownership is emphasized.

The G. W. G. is now producing garments at the rate of several million dollars annually. The objective of the company is twenty millions dollars by 1931, and its foundation is solid enough to permit the achievement of this tremendous figure by this time.

The Girls' Part

The enormous production of the plant is almost entirely due to the work of young women. It is hard to realize the coming importance of young womanhood in trades such as the textile industry. In the G. W. G. one observes a particularly high type, representative of the West. Every consideration is given to obtain maximum production without physical fatigue. The average production of one of these girls is more than a dozen garments each day, which in one year reaches a total of some several thousand dollars of finished products.

A significant fact, unnoticed by the casual observer, is that the value of the average production of one of these girls is greater per annum than the value of that of the average employee in the steel industry.

Enlarging the Field

The G. W. G. is at present in the transition stage. The building now occupied will very shortly be nothing more than a landmark representing earlier efforts in its progress.

The work of this industrious organization is at the moment confined only to the final process of

textile manufacture. The future importance of its business will lie in the complete control of all processes from the purchase of the famous Alberta fleece—superior to any at present secured in Ontario—to the delivery of the finished garments at the merchant's store.

The achievement of this will be of considerable benefit to the West. To the consumer, from the point of view of quality and the fair-price principle of the G. W. G., to the retailer, from the point of view of selling the product of

rigid observance of honest business principles.

F. A. Patrick and Company, of Duluth, are perhaps the only organization on a similar basis of industry with which a comparison may be drawn. This huge industrial concern started up modestly twenty years ago. Today it has at its command modern, fully equipped mills and factories for the spinning and weaving of woollen yarn and cloth, and making of coats, blankets, sweaters and other wool products. Its success has been due to the observ-

driven from facts. Facts regarding past endeavor, present financial standing and a future guaranteed by influx of business, already secured for months ahead, and beyond the capacity of the present plant.

A desire to show the industrial importance of the West today in its business relationship to the East has been already expressed, and the activities of the Great Western Garment Company of Edmonton have been offered as an example. Special care has been taken to protect these remarks from erroneous impressions caused by super-optimism, and expose only facts with the natural deductions that they offer.

Western Canada is still very young and it is of course foolish to draw industrial comparisons as yet. But she is almost of age and is beginning to show her independence by starting to fend for herself. Like many human beings of that age, she will get no help. Her ultimate position in the world will depend entirely on her people and their efforts.

The time is ripe for effort and the stage is set. We have the world for auditors, and with all the rehearsals of the past we are now ready to perform.

What is there needed for success that we have not got?

In climate we have the best; in agriculture, we have made a name; our people possess the necessary essentials demanded; our natural resources, great as they are, have not been touched. The time has now arrived, giving us the opportunity of showing what we can do. It's up to us.

In conclusion it may be said that The Great Western Garment Company stands at the top



G. W. G. WORK ROOM IN 1911 WHICH TELLS ITS OWN STORY

THE DINING ROOM IS COMPLETE TO THE LAST DETAIL. A FULL COFFEE MEAL IS SERVED HERE TO EACH EMPLOYEE FOR 20 CENTS, AND PARTIAL MEALS FOR 10 AND 15 CENTS.

all these plants throughout the West has forced outsiders to recognize and admit our present industrial status.

Creed of the G. W. G.

The creed of the Great Western Garment Company of Edmonton starts as follows:

"To uphold on every occasion the interests of the community and zealously promote the prosperity of our own country."

The endeavor of this corporation in the main is to clothe the workman. The principle of the company is summed up in its creed, already quoted, and is evidenced in its product.

The amount of clothing purchased annually in the West by workmen attains a huge figure.

the G. W. G. has made an exhaustive study of textile fabrics.

Every cloth is tried by the company's testing machine, and the workman is provided with materials that will endure beyond the life of ordinary fabrics. In addition to this, the application of finer qualities, hitherto not used in the West in working clothes, is considered. The company has furnished many new lines and it may come as a surprise to learn that our workmen are wearing some of the finest imported English and Scotch flannels, hitherto considered a luxury.

The pride of a worker in the quality of his tools is initiated by the G. W. G. in their study of

company constituted himself of an object-lesson to industry.

With the investment of a small amount of capital the constructive work was started. Eleven years of individual effort and hard work have produced the present organization. Every director is a department manager, with Charles A. Graham at the head as President and General Manager.

During this period assets valued at over half a million dollars have been acquired as a result of its progress. The G. W. G. has established business throughout all the territory lying between the Great Lakes and the Pacific Coast, and the quality of its brand is recognized everywhere by the G. W. G. in their study of

a home industry for which there is a great demand; to the farmer, who will have a home market for his fleece. Nor is this all the employment of hundreds of men and women in the woollen mills and factory will reflect favorably on the community at large. Finally, the necessity for increased local wool production will open up a splendid field of opportunity.

The achievement of this control of processes will signify the fulfillment of the prophecy suggested—Alberta wool, Alberta weave and Alberta manufacture.

The financial status of the G. W. G. is very strong. Starting modestly on a small investment, its present sound and enviable position is due to effort and hard work combined with executive ability of a high degree, and the

ance of those underlying principles, already mentioned, necessary in the evolution of a great enterprise. The observance of those principles on the part of the Great Western Garment Company of Edmonton has given it a definite assurance of its future position.

This is more or less the half-way stage and the objective, ten years hence, has been mentioned. When it is reached, there is every reason to suppose that the Edmonton concern will rival its American competitor.

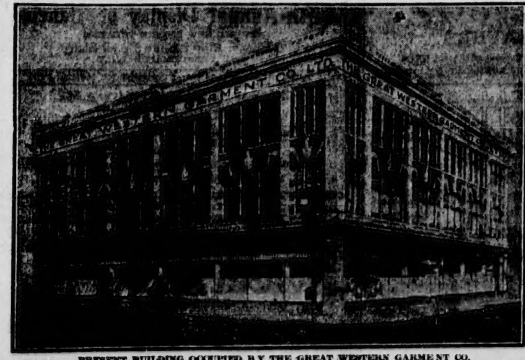
Future Field

When it does, the field for distribution must enlarge, covering the entire Dominion, with the export of its products for foreign trade.

This is no mere prophecy of an optimist, but a logical conclusion

of the industry it represents, not only in the West but in all Canada. The question was asked eleven years ago, why this industry was started so far from raw materials? The reply is surely obvious. The raw materials are here and can be used. Alberta fleece is recognized as the best from coast to coast. The men at the helm had vision and knew that the day of this industry in Western Canada would come.

With the advent of this intensive development, The Great Western Garment Company will stand established. Today its products feed a territory from Ontario to the Pacific. With improved raw material, procured at home, woven in its own mills, and turned out finished from its own factories, the limits of its trade must widen.



FABRIC BUILDING OCCUPIED BY THE GREAT WESTERN GARMENT CO.



WHERE G.W.G. GARMENTS ARE CUT UNDER CONDITIONS UNEXCELLED ON THIS CONTINENT.

**NEXT WEEK'S
ATTRACTIONS**

**'GLORIOUS FOOL'
AT THE ALLEN
NEXT MONDAY**

Helen Chadwick and Richard Dix Are Featured in Goldwyn Special

Drama and comedy have been excellently combined in the new Mary Roberts Rinehart picture, "The Glorious Fool," a Goldwyn picture, coming to the Allen theatre, for 3 days, beginning next Monday. Mrs. Rinehart, whose stories have appeared in all the larger American magazines, expressed her delight with the photographic version of her story that was directed by Mr. J. Mason Hopper. The action of the story takes place in a hospital, and so realistic are the scenes, that when Mrs. Rinehart saw them, she exclaimed:

"Why, it is absolutely perfect. And isn't Helen Chadwick delightful?" Those who are fortunate enough to see "The Glorious Fool" will understand the author's enthusiasm. Upon seeing her story on the screen, the patient new married to prevent the doctor, the head intern, the wife—very detailed, and so true to life, it would be unfair to do the charming game of Mrs. Rinehart's story. That is a surprise which the patrons of the Allen theatre will enjoy from beginning to end.

**ZANE GREY'S
BEST STORY
AT THE ALLEN**

"When Romance Rides" Will Be the Popular Week-end Attraction

"When Romance Rides" Benjamin H. Hargrove's film adaptation of Zane Grey's popular novel, "Wildfire," is being released by Goldwyn and will be seen at the Allen theatre starting next Thursday. The photograph is a new sort of western. It is a great horse race, with the action again in the middle, as shown. This is capped by a will struggle between the hero and a wild-witted man who to avenge a slanted wrong, kills her on the balcony.



First Half of Next Week



"Good Night, Nurse"

Of course, it makes a difference in the way you may say it, if you've married her the night before.

This glorious fool was matched by Cupid from the very jaws of death, and woke to find himself the husband of the prettiest and youngest nurse in the hospital.

Richard Dix and Helen Chadwick play the fool and the nurse in this original Goldwyn comedy.

Goldwyn presents



Added Attractions.

"Kiss and Make Up"

Box News — Mutt and Jeff

Final Showing Today

D. W. GRIFITH'S "Hearts of the World."

**THEATRE
DIRECTORY**

TODAY

STAGE
METROPOLITAN
"The Busted Lady"
EMPIRE
"Sweet Lavender"

NEW EMPIRE
"Merely Mary Ann"

SCREEN
ALLEN
D. W. Griffith, "Hearts of the World."

EMPIRE
Tom Mix in "The Terror."

NEXT WEEK

STAGE
METROPOLITAN
"The Busted Lady"

NEW EMPIRE
Friday and Saturday
"Merely Mary Ann"

SCREEN
ALLEN
Monday, Tuesday, Wednesday
Helen Chadwick and Richard Dix in "The Glorious Fool"

EMPIRE
Monday, Tuesday, Wednesday
George K. Lewis in "The Terror"

EMPIRE
Monday, Tuesday, Wednesday
George K. Lewis in "The Terror"

of a horse lately captured from the wild and brought into the city. The plumes towards a high precipice. She is rescued by a high jumper.

The featured players in "When Romance Rides" are: George K. Lewis, Charles Adams, Charles Adams, and Charles Adams. The picture was produced under the supervision of Mr. Hargrove. The picture is a new sort of western. It is a great horse race, with the action again in the middle, as shown. This is capped by a will struggle between the hero and a wild-witted man who to avenge a slanted wrong, kills her on the balcony.

**KIWANIS NIGHT
AT NEW EMPIRE
MERELY MARY ANN**

The Kiwanis club turned out in full force and gave the Fort-Robertson players a roaring reception at the presentation of "Merely Mary Ann" at the Empire last night. Such whole-hearted applause as that given to the picture only once again proves that the excellent society has scored another success to add to its list. Tonight is the last opportunity to witness this play.

For the benefit of those that have not seen it, we may say that by means of this play will be one of the best amateur shows ever presented.

**CALGARY ELKS'
REVUE EXPECTED
GREAT SUCCESS**

Musical Melange of Unique Character at New Empire Theatre

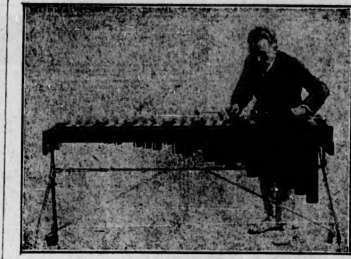
With a cast of more than 100 people which includes a number of the best known Calgary artists, the "Musical Melange of Unique Character" is expected to be one of the best of the local theatrical season. The revue is being conducted under the auspices of the Children's Welfare fund.

The whole entertainment will be centered around the adventures of two European gentlemen of fortune, who during their trip around the globe stop at Calgary to visit a friend. The two and their two valets are royally entertained during their stay. They later decide to join the order, and in a dream they are taken through the



"THE GLORIOUS FOOL" with HELENE CHADWICK and RICHARD DIX A GOLDWYN PICTURE

ALLEN UNDERLINE—2 cols. SMCS... The attraction at the Allen next Monday, Tuesday and Wednesday



WALLY BRATTLEY, Maribonah soloist, a very fine specialty, featured in the Elks' musical comedy, "Hello Bill," at the New Empire the last two days of next week.

forests of Elkhound and out in the world beyond, touching various parts of the world to their travels. Their journey is a merry one. They are lured to see a far-off southern lake to the plaintive melodies of the copper-colored inhabitants shipwrecked among the Solomon Isles, dance to the shoulder-shaking strains of a final dropping back to earth once more.

The story which has been approved by several of the leading theatrical men in the city was written by George T. Gillette, author of "The Volunteer" and "Private Murphy." C.B. The music has been arranged by John Ellington, musical director at the Grand theatre, who wrote the score for "The Highwood Trail."

The chorus will be directed by Mr. Ellington, assisted by Harold Kirby, the famous English baritone, who will also take a prominent part in the revue. Other artists who will take part are: George Trippe, one of the original Chu Chin Chow company; Mr. J. Glover, president of the Calgary Choral society; Larry Dillinger, well known tenor; Harry Denton, baritone; the Elks quartet, composed of the best baritone, soprano and alto voices. The Elks who comprise the chorus have been recruited from the 1200 members of the lodge in Calgary, and each one is a vocalist of no mean ability.

Special scenery and costumes composed one of the finest productions ever staged by any local organization.

**DISRAELI AT
THE EMPRESS
NEXT WEEK**

George Arliss, the Famous Stage Star, Will Head Wonderful Picture Cast

George Arliss will be seen in the Broadway version of the famous stage success, "Disraeli," at the Empress theatre all next week. Not only will patrons of the Empress theatre have an opportunity of seeing the distinguished actor in his greatest stage character, but they also will see the various members of the all-star cast supporting Mr. Arliss, including Louise Huff, Mrs. Arliss, Frank Lewis, J. J. Hafferty, Henry Cavill, Margaret Lane, George Greenwood, Reginald Denny, Noel Theatre and Fred J. Nichols. This is one of the greatest casts assembled for a play.

"Disraeli" is not an historical play. The drama, by Louis N. Parker, is a story of the life and times of early years ago, together with something of the present encountered by the Hon. Benjamin Disraeli, M.P. the great statesman who in his own day was designated by Queen Victoria to be Prime Minister.

The plot carries two love stories for the attachment between Disraeli and his wife is one of the great love affairs of the ages. The second love story develops between "Cassia" and Louise Huff and "Charles" and Mrs. Arliss.

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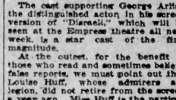
A USEFUL ARTICLE

A very useful article to have in the tool box is the type of clamp variously known as a "C" clamp or "U" clamp. It is a member of the screw type, but possibly the greatest value is found in a screw member which is the running board, the wrench acting as a vice.

An old car fitted with new bearings, re-ground spindles and a new frame, should be driven slowly for at least 10 miles.

**LOUISE HUFF
BACK AGAIN
IN DISRAELI**

Plays Leading Role with George Arliss at Empress Theatre All Next Week



The cast supporting George Arliss, the distinguished actor in his screen version of "Disraeli," which will be seen at the Empress theatre all next week, is a star cast of the first magnitude.

At the outset, for the benefit of those who read and sometimes believe false reports, we must point out that Louise Huff, whose admirers are legion, did not retire from the screen a year ago. Miss Huff is the particular bright little star in Arliss's support in this production, and returning to the screen after a needed rest, is far more beautiful, more charming and more talented than ever before. She plays the part of Cassia, daughter of the Duke of Gloucester, in this picture.

Reginald Denny, who has played opposite so many famous screen stars recently and is one of the most attractive young men in pictures, plays the role of Charles, Viscount Devon.

Mrs. Arliss, who plays the part of Lady Beaconsfield, is an actress of rare charm and undoubted ability and her work in support of her husband is one of the treats of the picture. Before her marriage, Mrs. Arliss was Florence Montgomerie, a stage actress who has been a notable one and her work in this picture is indeed very commendable.

Henry Cavill, a prominent English actor, plays the part of the Duke of Gloucester. He has played in a great many stage plays and in pictures in America, that fact almost forget that he ever was an Englishman. He played the original "Buck of Gloucester" on the stage with Mr. Arliss and in the screen version duplicates the performance.

ANYTHING BUT CASTOR

"Anything but Castor" is a story of a small son of a cow-boy. However, after much coaxing and pleading, he would not allow it.

"Buck" came in at that moment, and mother said to him: "Buck will not take his castor-ol!"

"We will just have to use main force," said the mother.

"Daddy," he said, "bring the main force and I will try to swallow that!"

**ALL NEXT WEEK
A Command Performance**



**George Arliss
"Disraeli"**

A story of how this great English statesman played his game with the human jawns who sought his overthrow.

Next Week METROPOLITAN Next Week

Verna Felton

—AND THE—
ALLEN PLAYERS

Present the Greatest Dramatic Success of Recent Times
EVERY EVENING, 8:10 — MATINEES THURSDAY & SATURDAY



THE LION AND THE MOUSE

Extra Added Attraction

Every Evening commencing Tuesday, with usual Matinee Thursday and Saturday—Mrs. BOUCHER will present her pupils in a DISPLAY OF DANCING with complete change of pupils and dances every performance, commencing evening at 8:15 sharp and finishing at 8:45, when regular performance commences.

**Wealth of One Monastery
Would Support Starving
Folk of Ukraine District**

KIEV, Russia.—The treasure which the Kiev Pecherskaya Lavra monastery has converted into cash would buy food sufficient to sustain the entire Ukrainian population of the Ukraine and sustain the starving people of the Ukraine. The monastery was founded in the 11th century before the partition of the Ukraine region it was visited by 250,000 pilgrims annually. It has twice converted churches.

The monks are barred from several principal streets at Kiev, Nov.

**WHAT PRESS
AGENTS SAY**

In Kiev churches and Monasteries under the great Soviet decree.

M. Sverdlov's decree in his report that among the monastery's treasures are two million which were appraised in 1920 at \$250,000. They are pure and weighing several pounds each and are studded with large deposits of exceptional whiteness.

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**NEW
EMPIRE**

**2-DAYS ONLY—2
FRIDAY AND SATURDAY, May 12th - 13th
MATINEE SATURDAY**

**THE EDMONTON B.P.O.E. LODGE NO. 11
PRESENTS**

**THE CALGARY ELKS
IN THEIR 1922 REVUE**

"Hello Bill"

**A MUSICAL COMEDY WITH A CAST OF 100 PEOPLE
EVERY one an Artist.**

**LADIES that will charm
KIND of Show you will like.**

SOMETHING good every minute.

**A MID TICKET! SATURDAY MATINEE.
BUTTER! CHILDREN.
PAUSE TOOTH RATTLE! ANY SEAT . . . 25c**

**—PRICES—
SATURDAY MATINEE . . . 25c, 50c, 75c
EVENINGS . . . 50c, 75c, 1.00**

**PROCEEDS FOR CHILDREN'S WELFARE FUND
SEATS ON SALE MONDAY**

**NEW
EMPIRE**

**ONE NIGHT ONLY
MONDAY, MAY 15**

**MARGUERITE
D'ALVAIREZ**

**WORLD FAMOUS PERUVIAN CONTRALTO
—Alone among the singing women of our day—New York Globe.
Assisted by OSCAR WAGNER, Pianist**

**PRICES
50c, 75c,
1.00, 1.50,
and 2.00**

**MAIL ORDERS NOW
Sent Sale Opens Thursday, May 11**

**NEW
EMPIRE**

**Last Times Today:
Matinee . . . 2:30
Evening . . . 8:30**

**MRS. ETHEL REESE BURNS
PRESENTS**

**The Forbes Robertson Amateur Dramatic Society
—IN—**

"Merely Mary Ann"

Under the auspices of the Kiwanis Club

**MRS. and MISS LOTTIE BOUCHER ARE HOLDING THEIR
Fifth Annual Display of Dancing**

**IN THE NEW EMPIRE THEATRE
Monday, May 8th, at 8 p.m. Sharp
ONE PERFORMANCE ONLY**

Entire net proceeds in aid of Christ Church Building Fund

**Prices: \$1.50, \$1.00, 75c and 50c
(Children under 12 years, 25c)**

**The only School in Edmonton where the Ballet is Taught
by Qualified Teachers. 11 Dancing in all its branches
Carlton Hall — Llanarth School**

**Phone for Appointment — 8273 - 5098 - 81891
REMEMBER, ONE PERFORMANCE ONLY.**

**TEMPLE THEATRE— Tonight
Sweet Lavender**

A COMEDY IN THREE ACTS

**MATINEE TODAY, 2:30
ANY SEAT 25c**

Tonight—Grotto Night

Box Office Now Open

Phone 1583



REAL ESTATE VALUES DUE TO THE MOTOR CAR

If Cars and Trucks Were With-
drawn, What an Upheaval
Would Surely Result

There are still in this country many
millions of persons who think of high-
ways and automobiles as having to do
alone with pleasure.

We do not appreciate for the fact

that the automobile is an important
medium of travel. This is quite legiti-
mate, but it is important that its
utility function be properly recognized.
Those who think of the automobile
merely as a "pleasure car" have per-
haps never contemplated what a ter-
rific real estate upheaval there would
be if the passenger carrying and the
freight carrying truck should sud-
denly be withdrawn.

The evil consequences resulting
would affect both city and rural popu-
lation. Within the last twenty years farm-
ers have found it possible to go be-
yond unproductive or unprofitable
land, purchased originally merely be-
cause it was contiguous to steam rail-
ways.

They have penetrated further and
further into remote rural sections, be-
cause in the motor truck they have a
connecting link with the points of

food production and the point of mar-
keting.

Have Now 17 Miles
Records of the United States
Bureau of Roads show that the farm-
ers have to market has increased
from 4.5 miles to 17.5 miles, an ex-
pansion based entirely on motor truck
traffic.

If the motor truck should be elimi-
nated, what would happen to farms
and values can be readily imagined.

Similar would be the harmful effects
on city dwellers. The city man no
longer lives in the city. He has gone
far into the suburbs.

It will be found by analysis of con-
ditions in any great city that the cen-
tral portion is more and more given
over to commerce and manufactur-
ing and that the residence section
constantly moves further into the sur-
roundings.

The man of wealth, the man of only
reasonable means finds that the
automobile gives him ready touch
with the heart of the city.

He ever has at hand a medium of
individual transportation. In the one
point alone in the assurance of the
permanence of the automobile busi-
ness.

Slow in Development
I should like to direct your atten-
tion to a startling thought. Nothing
in the world has been so foolish in
its development as transportation.

Ninety per cent of all the years that
have elapsed since the birth of
Christ saw in use the same primitive
medium of transportation that pre-
vailed during his lifetime.

In 1860 years the world has not
advanced beyond the point of man-
hauled or beast hauled wagon and
cart, or the man propelled or wind
propelled boat.

Actually the history of modern
transportation can be written within
the last 120 years.

The world has accomplished more
in that interval than in 1,500 years of
prior Christian history.

When Robert Fulton launched the
Clermont on the Hudson, and when
Stephenson two decades later inven-
ted the steam locomotive, they dis-
counted everything that had gone be-
fore in the entire history of trans-
portation.

Now, at the beginning of the twen-

tieth century, we have also motor
vehicle and airplane, depending on
an internal combustion motor, gaso-
line driven, just as their predeces-
sors depended upon steam and elec-
tricity.

Ton of Alberta Coal
Costs \$2.65 for Labor

CALGARY, Alta., May 4.—The aver-
age cost of labor in connection with
the production of a ton of coal in
Alberta is \$2.65, it was disclosed at
the session today of the conciliation
board enquiring into the dispute aris-
ing out of the refusal of the miners
to accept a reduction of 10 per cent
in wages.

The operators also produced figures
tending to show that the cost of living
at the present time was about the
same as in 1917.

Melbourne, May 4.—The battleship
Australia, it was announced yester-
day by the Herald, will be sunk soon
by gunfire or torpedoes off Sydney
harbour, in accordance with the pro-
visions of the naval treaty concluded
at the Washington conference.

That Dry Cough is Bronchitis

If neglected, it will weaken the
throat and perhaps reach the lungs.
Nothing easier to help you quickly
than the one coughing cure of
Calmarone. Its action is magical.
Every coughing spot is marked. Irri-
tation is soothed away, phlegm and
secretion are cleared out, all symp-
toms of weak throat, Calmarone, Bron-
chitis disappears. Calmarone is a
scientific scientific preparation. Sold
everywhere in three sizes, 10c, 25c,
and one dollar for a complete two-
month's treatment. Prepared by the
Calmarone Co., Montreal.

H. PARKS
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Three Packages 25c
B.C. Granulated Sugar \$1.59
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New-laid Eggs
per dozen 25c
3 the for 25c
Blue Ribbon Tea
1 lb. can 1.05
Newhouse Baking Powder 25c
Good Cheese 25c
Smoked Herring 25c
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Breads, Fruits, Soft Drinks,
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Opposite Civic Block

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Perennial Plants

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**MARSWELL'S
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WEARS LONGEST — SPREADS FARTHEST
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SURFACE OF
Your HOUSE

There is no place on earth like
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WERNER'S**
for
HARDWARE OF ALL KINDS
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For Economy and Results, Ask Your Dealer for
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HOUSE PAINT — BARN PAINT — PORCH PAINT
FLOOR PAINT
Agate Enamel's Floor Varnishes and Graining Surface
Ramsay's Ideal Cold Water Paint is easily
mixed and applied and is reasonably priced.
That backyard and lane need cleaning — See that you have
a good Wheelbarrow, Shovel, Rake and Hoe, and hop to it!
—FIVE WHOLESALE HOUSES IN ONE—
Dry Goods—Hardware—Grocery—Drugs—Stationery
Revillon Wholesale Limited
EDMONTON ALBERTA

**I Have a Nice
Supply of**
BEDDING PLANTS
of many different varieties.
I can ship into the country.
Bonnie Doon French Gardens

Help to Preserve the Trees
Now that tree-planting season is approaching,
the City again asks its citizens to co-operate in
preserving boulevard trees. There has been
much wilful destruction of boulevard trees by
children, and your co-operation in restraining
this practice will be of great assistance.
PARKS DEPARTMENT.

The CITY WINDOW CLEANERS
can help you in your cleaning up — We are fully equipped
to handle all storm windows, screen windows and clean
windows any place.
JUST PHONE 5652

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Electric Vacuum Cleaner
for sweeping and cleaning with a minimum of effort.
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saves wear and tear on clothes and makes wash day dif-
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No time lost waiting for irons to heat with the electric
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Electric Fans
to ventilate the house and produce cool, refreshing breeze
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Electric Toasters
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Electric Cook Range
and many other useful electrical labor-saving appliances.
**The Cheapest Good Thing Today is—
Electric Current**
**City Electric Light and
Power Dept.**

Civic Clean-Up Campaign
The City Health Department and the City Engineer's
Department are co-operating in a Civic Clean Up Campaign
during the month of May. Teams will start work on both
sides of the River, weather permitting on May 1st. Districts
1 and 1a will be dealt with first and the others in numerical
order. It is hoped to have the Clean Up on the North Side
completed about May 30th, and on the South Side about
May 17th. The residents should have their property thor-
oughly cleaned up before the dates set aside for their dis-
tricts, so as to help the City workers. Watch the news-
papers for dates which will be advertised about a week
ahead, and look out for the men raking in the lanes—the
teams will be following probably next day. Hand-bills will
also be distributed.
**SCHEDULE FOR SECOND WEEK SUBJECT TO CHANGE
THROUGH WEATHER CONDITIONS**
NORTH SIDE—
DISTRICT No. 4.—101st Street to 105th Street, Jasper to River
and River Park
DISTRICT No. 10.—101st Street to 105th Street, Jasper to C.N.R.
tracks and Mill Creek to 101st Street and from
C.N.R. tracks to 114th Avenue and to 121st Street, May 15th-16th
DISTRICT No. 8.—105th Street to 114th Street, C.N.R. tracks south
to River, May 15th-16th
SOUTH SIDE—
DISTRICT No. 1A.—C.N.R. tracks next to Mill Creek, including
Walden and Collingwood Park
DISTRICT No. 2A.—East of Mill Creek (except Forest Heights and
Mount Pleasant) (see Dist. No. 4, North Side) May 17th-18th

**Reduce Your Cost
of Living**
HALF of your living expenses during
the summer are for vegetables that
you can raise yourself, with success,
if you plant the right kinds of acclimated
seeds.
Raise Your Own
this year and enjoy fresh crisp vegeta-
bles out of your own garden. But to
realize these benefits in season you
must make your plans now.
Planting time is here.
We have everything in Tested Seeds
that grow.
Call, write, or phone for any informa-
tion concerning your garden.
The largest stock of Bedding Plants,
Roses and Violets in Edmonton. It will
pay you to get our low quotations.
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FLORISTS AND SEED MEN
—GREEN ROSES—
1018 100th Avenue — Phone 5834
—STORE—
10218 Jasper Avenue — Phone 5835

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CASTINGS IN 2 DAYS

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Grain Crushers, Pole Saws, Pattern Making, Castings and
Repairs of all kinds: Furnace Repairs, Water Pumps, Fire Gases
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orders for your Spring requirements, whether large or small, can be filled promptly from our
LARGE DRY STOCK. Our Sales Dept. will assist you in any building problem.

PIREWOOD, in Large Double Box Loads, Reduced to \$4.00

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SAVE money and get the best results by using Alabastine for

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- Renovating cotton signs, movie screens, etc.
- Window backgrounds and scenic effects.

CHURCH'S SOLE Alabastine
The Alabastine Co. Paris, Limited
Paris, Ontario, Winnipeg, Man.

A HOUSE OR A HOME?

Some people live in a house, others live in a home
—Surroundings make all the difference.

A nicely painted picket fence around your lot helps to make a home. 32¢ per running foot for material

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SPRING SPECIALS

We have a number of Special Lines suitable for the odd jobs which it is necessary to fix while the Spring "Clean-Up" Campaign is on.

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THE ONLY WAY TO FIGHT ETERNAL RENTS IS TO BUILD AND OWN YOUR OWN HOUSE

Proper Housing is the Keynote of Social Problems the World Over
—The Slogan of "Build Your Own Home" Herald One of the World's Greatest "Revolutions"

In Boston recently circulated were distributed among all workers to rally to the revolutionary banner of the Communist party of America. They boasted that it is an underground, illegal party and stated that "the exploited masses can only achieve their emancipation from all the horrors of capitalism through mass action, which will develop into open armed conflict of the workers against the capitalist state, resulting in the violent overthrow and destruction." Many may flatter themselves with a laugh, but the fact is that if the uneven distribution of wealth in this country continues to grow, such a revolution is inevitable. The answer was given in it is to see that all persons willing to work are so compensated for their work as to enable them to live respectably in decent houses. If all the workers of the country were properly housed in homes of their own, which they would be able to support, there would not be the slightest possibility of a social revolution. The man who owns his own home has a real interest in the welfare of his country, whereas the majority of citizens are home owners, good healthy vigorous citizens.

Where Owned Homes Are Few
New York city proper, Cambridge and Boston have respectively the smallest percentage of home owners of any cities, and they are therefore fertile fields for agitation, socialist propaganda and any legislation that can harm them of their property or status finds cordial support. The fact is overlooked that those who condemn landlords are willing to see extreme measures to get their tenants for their money. The situation is really trying to get all their own, but who fear a depreciation in value. In spite of their complaints they would rather rent than buy, and they object to compensating their landlords for taking risks that they themselves are unwilling to take. Such persons are the strongest side of communists, anarchists, etc. and for them there should be no sympathy. If every man who can afford to build a house of his own would do so, there would soon be a relief of the housing shortage. If he cannot afford to build the next best thing he can do is to buy the house that he is in or some other existing house. The market value of houses does not seem to have fallen in proportion to rents and they are therefore cheaper today than new ones. The man who builds, however, has the advantage of being better able to suit his own taste or needs. The man who buys an old house does not, of course, increase the "household accommodations," but he increases the number of homes, which is an essential to a strong, stable government and by decreasing the number of available houses to rent will help to stimulate some one else to build either for himself or to rent through the strengthening of the demand for more construction.

About Those Who Can't Afford.
The person of small means and limited income who really cannot afford to buy or to build even on an exempt plan and who is suffering from the combination of decreasing income and increasing rent is the person who needs our sympathy and aid. It is the increase of persons in such dire circumstances that is menace to this country. It is for them that all high-minded men in connection with the building industry are now working by trying to stimulate the many forms of credit that have continued to grow without restriction, and by making efforts to be made to revive building credit in individual materials to obtain. Agreements maintaining price and restricting output, and to establish reasonable and sane working conditions. Architects and builders are both working to cut out all unnecessary cost of construction. These efforts are slow, as they involve such a large variety of interests, but they are being tried even if building costs fall to a point where the necessary building will be stimulated there is unlimited room for improving housing conditions of all persons, and nothing can be more profitable to the country.

Change in Rent and Costs.
These very efforts, however, have the effect of increasing the fear of fall in values which is the great obstacle to overcome. The artificial restriction of the law of supply and demand. It is true that the cost of building has very largely decreased during the last year and may continue to fall, but if it is so, it is in view of the serious situation described, it will not average out. It can fall no more. The cost now is approximately 80 per cent. to 85 per cent. more than in 1913, whereas the cost of living is about 14 per cent. more than in 1913. It is therefore clear from a statistical standpoint that it is still cheaper to rent than to build. But it is remembered that these are averages and that there are many cases where rents have increased as to make it cheaper for one to buy or to build than to rent, but who will prefer to let their landlords take the risk of fall in value which many so confidently predict.

The facts remain, however, that it will take at least five years of the building activity to make up for the shortage of houses created by the inactivity of the last seven years. It is therefore necessary to supply the necessary annual needs caused by fires, obsolescence and increases in population. It is therefore clearly impossible to get the rate of supply to catch up with the demand in twenty years. It also must be remembered that if one builds in a growing community value will increase because of such growth. These increases may be partially offset by the increase in the purchasing power of money resulting caused by fires, obsolescence and increases in population. It is therefore clearly impossible to get the rate of supply to catch up with the demand in twenty years. It also must be remembered that if one builds in a growing community value will increase because of such growth. These increases may be partially offset by the increase in the purchasing power of money resulting caused by fires, obsolescence and increases in population. It is therefore clearly impossible to get the rate of supply to catch up with the demand in twenty years.

PROSPECTS FOR WEST BUILDING ARE BRIGHT

Outlook Reported Fairly Good in Right Out of the Twelve Western Cities Reported

Throughout the greater portion of last building season for 1932 are fairly stated that "West" of the Western Canada Contractors. He stated that he returned from a trip west where he interviewed the building situation.

Out of the 12 cities which have reported to me recently as to their prospects, four predict a good building season. Four a fair season, and in the remaining four the prospects seem less encouraging. At most a fair season, which is possibly some business is required on the part of those who wish to put on necessary building because of the uncertainty as to what agreements will be arrived at by the end of this year's war schedule with the war.

"In Regina, for instance, where the prospects are fairly good, the building situation has stabilized its schedule and the industry has better control of its schedule. From information gathered during the past few days on my visit to Regina, it appears that the building industry is following its schedule on the basis of the schedule offered and stick to it, schedule leaving labor to do as it wishes about its own work."

In Saskatoon, there is \$2,000,000 worth of building, \$500,000 of which is covered by the government construction of a chemistry building for the University of Saskatchewan. About \$1,000,000 of the remainder is residential. Here also there is no shortage of labor and building prospects are good and labor situation very good.

No Change in Winnipeg
No change there is no change in the situation in regard to wages, and material has been set back completed with the bricklayers, carpenters and plasterers. One thing that is again the completion of the building program, which was anticipated for 1932 by the failure of the government to appropriate the housing loans of \$1,000,000 which together with the corresponding amount which would have been available for loans for residence building in Winnipeg, most of which would have been spent in greater Winnipeg. None of this building industry will go on, the money coming from other sources, but much has been spent.

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1 x 6 Fir Drop siding, good and dry, per M	\$30.00	1 x 6, 2 ft. long Plank, good, per M	\$25.00
Surgeon Boards Burford, per M	\$25.00	Special lot of Milling at special discount	
1 x 4 Fir Flooring, good and dry, per M	\$32.00	Another special lot of Milling at half price.	
1 x 4 Fir V-Joint and Ceiling, per M	\$30.00	25 x 24 St. Windows (pine) per pair	\$2.75
1 x 2 S.G. Fir Ceiling, Kiln dried, per M	\$50.00	4 x 10 x 12 Barn Sash	\$1.00
		Handy good fresh cut Spruce Lath, per M	\$5.00

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